GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:3446
ANSWERED ON:06.08.2002
INVOLVEMENT OF PRIVATE AGENCIES IN PLACE OF DAVP
SURESH RAMRAO JADHAV (PATIL)

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Government have taken a decision to engage private agencies in place of Directorate of Advertising and Visual Publicity for giving publicity to various Government Schemes with regard to rural development;

(b) if so, the reasons therefor; and

(c) the number of film producers who have so far offered their services for this purpose and procedure adopted for their selection?

Answer

MINISTER OF RURAL DEVELOPMENT (SHRI SHANTA KUMAR)

(a) & (b) For giving publicity to Government Schemes with regard to rural development programmes, the Ministry has been utilizing the services of media units of Information and Broadcasting such as Directorate of Advertising and Visual Publicity, Directorate of Field Publicity, Song & Drama Division, Publication Division etc as also Prasar Bharati and Private Agencies. The services of all these agencies including that of Directorate of Advertising and Visual Publicity for creating awareness about Rural Development Schemes would continue to be utilized.

(c) Out of 46 application received from private television producers, the Ministry of Rural Development has empanelled 10 producers who fulfill the eligibility criteria and were recommended by the committee comprising of experts and Ministry officials on the basis of their proven capabilities and experience in social sector programming.